

I am opposed to any change to the limits set on media ownership that will increase the number of radio and or television stations any one company can own. I am in favor of any changes that would reduce the number of television and or radio stations any one company can own. Most large corporate media's content is already too generic to provide the specific information and entertainment needs of the communities in their markets. As a result of media consolidation, large media companies are losing viewers/listeners at the individual station level, as people turn to whatever alternatives they can find for the information they really want. It has been demonstrated in studies of other service and financial companies that as companies consolidate the general trend is for the quality of customer service to be reduced, and costs to the customer to go up. That is exactly what will happen in the media industry. The quality of information provided by local media stations will decline, and costs to consumers and advertisers will increase.